



Part of the Washington SBDC Podcast Series

Creating a Motivating Work Environment:

- Take advantage of an individual's natural motivation!
- Being nice and paying them on time is not all you can do or *should* do.
- Employees want *independence, creative freedom, financial rewards and personal satisfaction*.

Tips:

- 1) Realize that **only an exceptional manager can motivate** an employee whereas a poor manager can destroy an employee's innate motivation. Most employees are adults who appreciate respect, fair wages, enjoyment, and a sense of control over their own performance. A wise manager will adopt a personal philosophy recognizing these desires and then structures the workplace accordingly.
- 2) **Set goals *with* employees.** This should include employees in the goal setting process. People generally accept a mutually agreed upon objective. Goals need to be specific, measurable, and attainable. For example, "Resolve 95% of customer complaints within 24 hours." Reevaluate goals regularly and be consistent. Goals should promote individual accomplishment but not at the expense of team spirit.
- 3) **Communication is key!** Small companies have an advantage over large ones here. A confident business owner will ask for feedback. The staff will experience self actualization when they see their ideas implemented.
- 4) **Recognize achievement and celebrate successes!** Let other employees know when a coworker does something exceptional. This way an owner demonstrates an appreciation to all the staff. Employees are more committed to the company if they participate in its rewards. Rewards can include things as simple as like pizza gift certificates. This shows that the company recognizes that employees have personal lives while also boosting the family's appreciation for the company. Actions like these also add excitement, which is important to a positive work environment.

Summary: Realize that most people want to excel, create an environment that sets goals and recognizes accomplishments. Communicate with employees by offering information and listening to their feedback. Make it fun and share the benefits of the company's success. Long term employees are a major advantage to any small business.

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